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SRC=http://unicast.com/loadad.js>AdServer="http://AdManagement_system"
</script> 40 ADVERTISING TAG HTIME CODE 45M2 (01) E 35/3 \$#F#5 >< +156 > < 1800 >> </Boby>

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F16.2

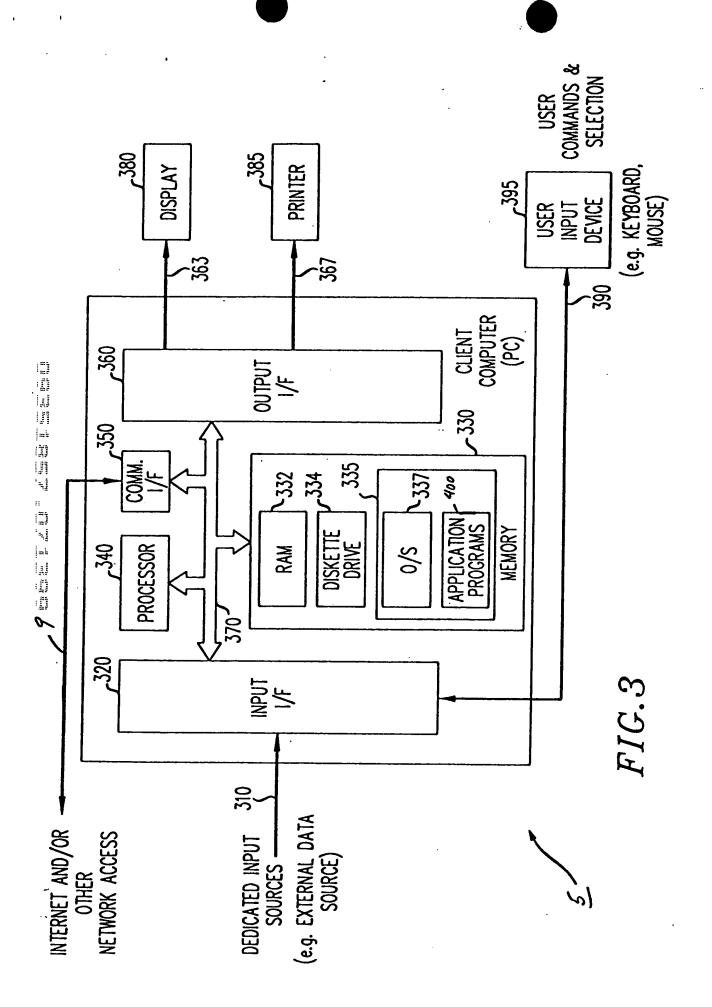
FIR. 2A F16.2B

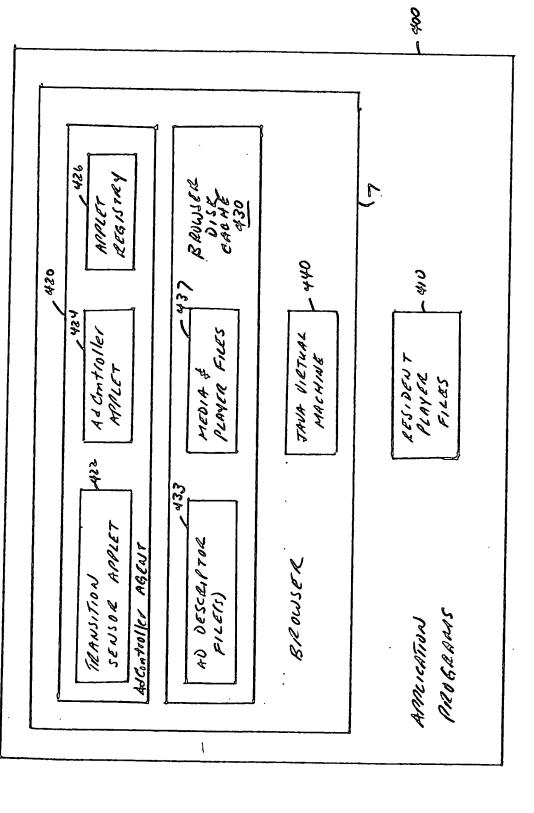
BELLETTEN GERNATENT PAGE

6

<003H/><37JJJ/> value="http://www.unicast.com/media/fireworks_01_ad_descriptor.txt"><param name="cabbase" value="adcontroller.cab"> <applet code="com.unicast.adcontroller.tools.TransitionSensor"</pre> align="baseline" width="2" height="0" name="TransitionSensor" HTML CODE codebase="http://www.unicast.com/java/classes/" 018. archive="adcontroller.jar"> TRAUSITION SEUSOR cparam name="adURL" </applet> </box DYNAMICALLY WRITTEN HINGE & 7A65 DOWALOND (KEON) EXECUTION 5 E 11 18 R) & RROWSER (100 gay.) SCRIPT

F16.28





F14.4

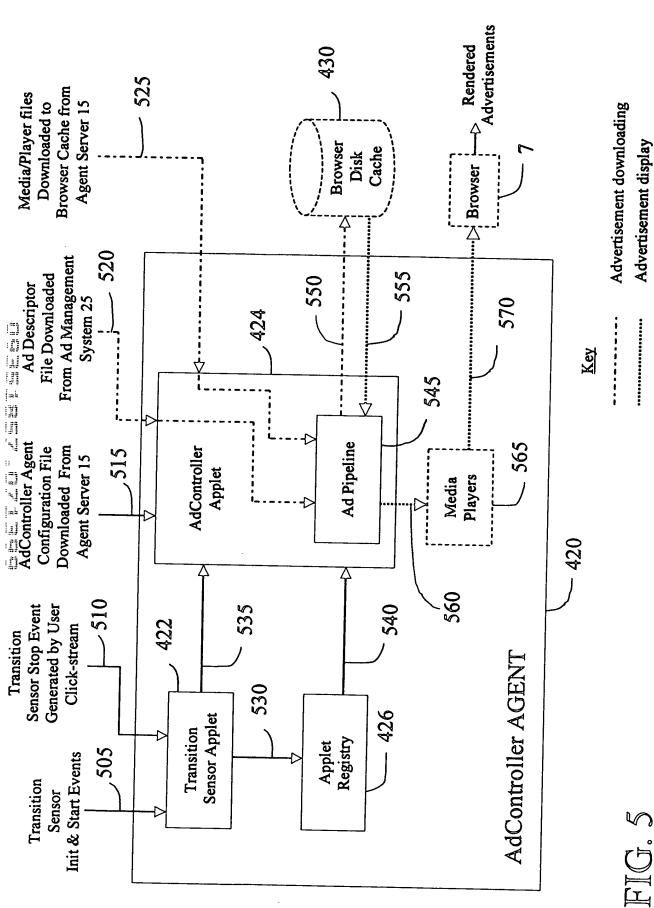


FIG. S

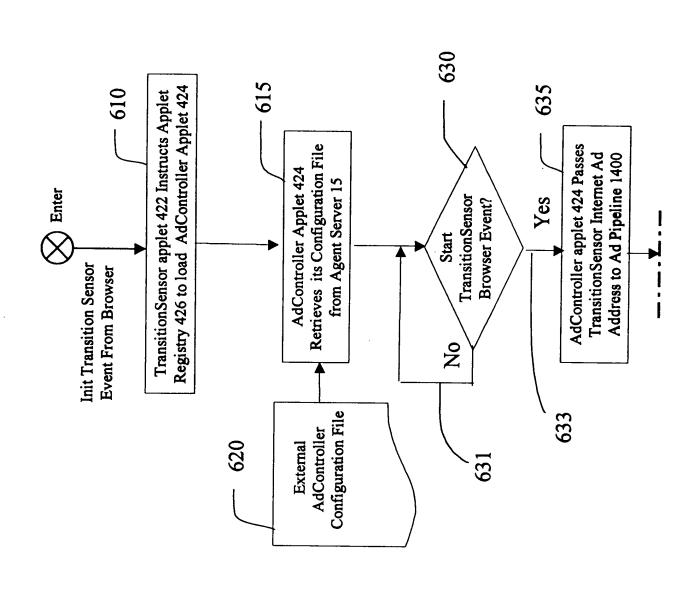
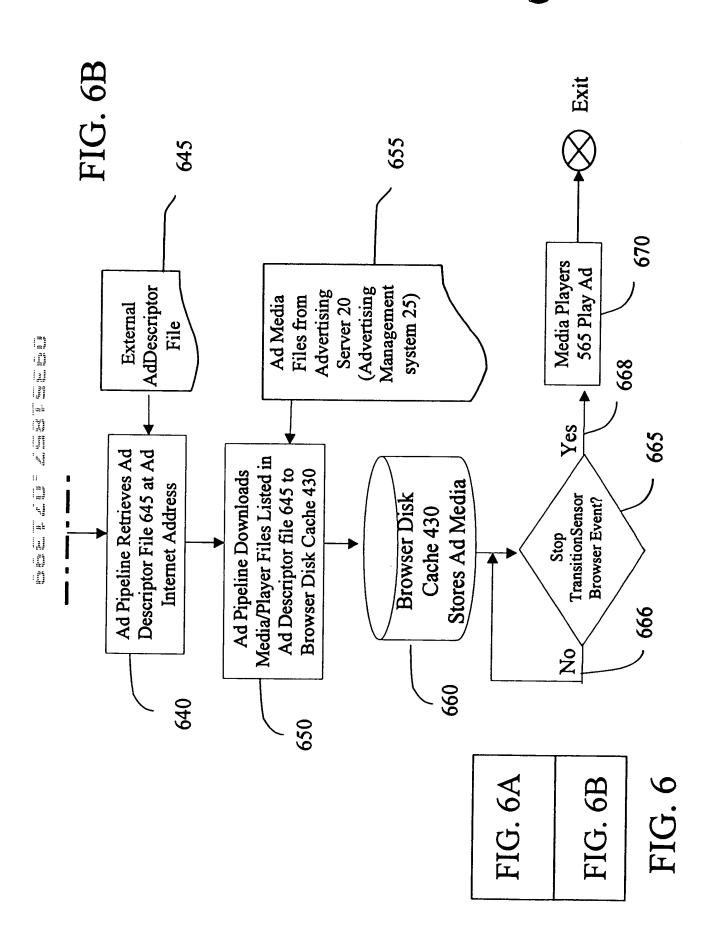
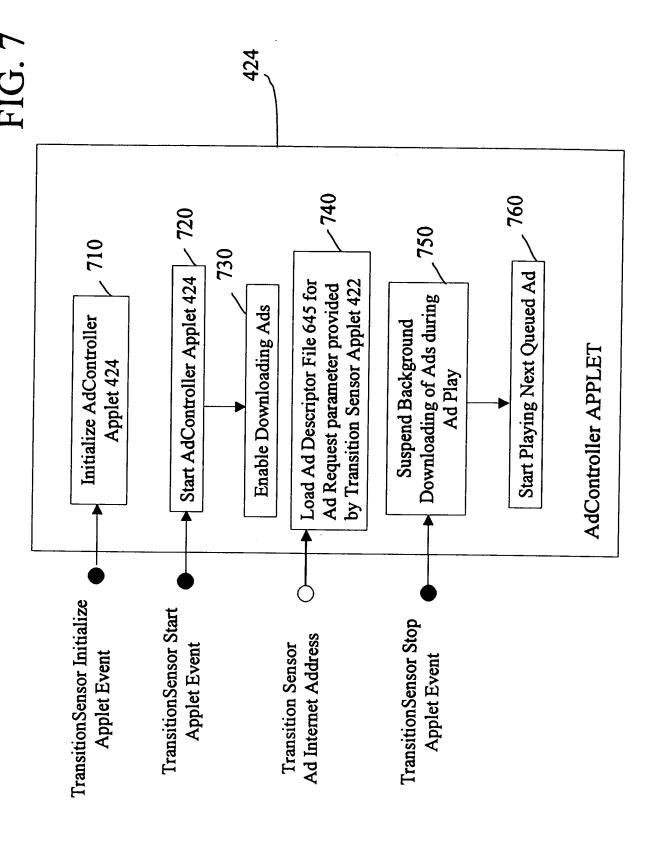
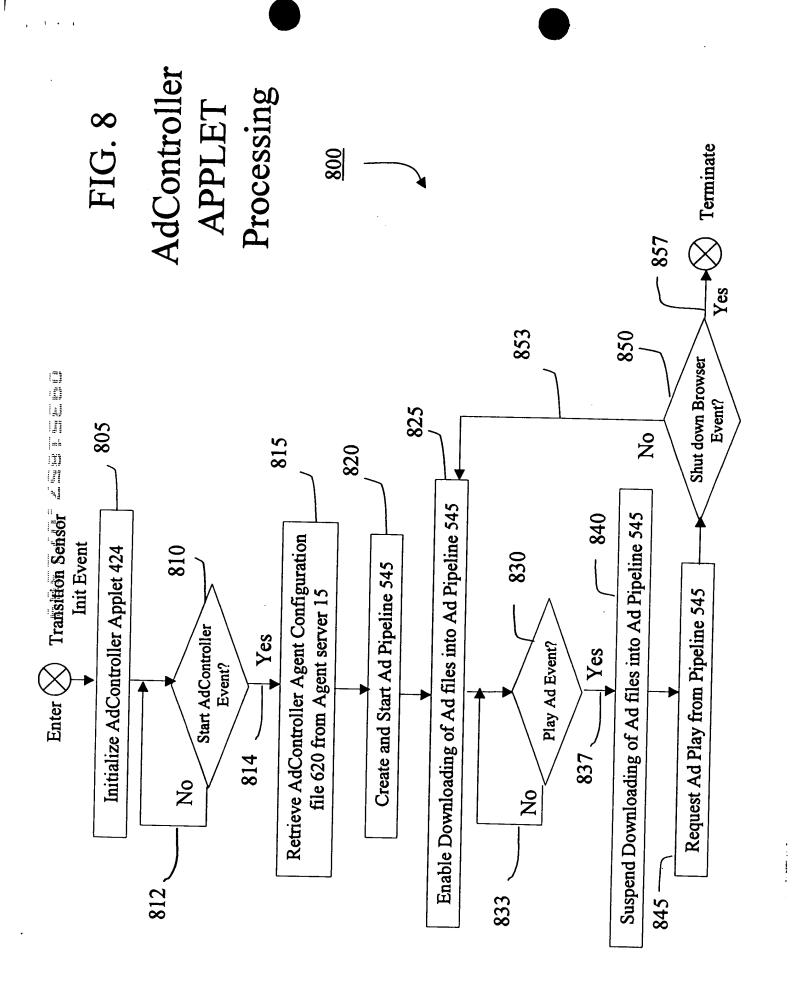


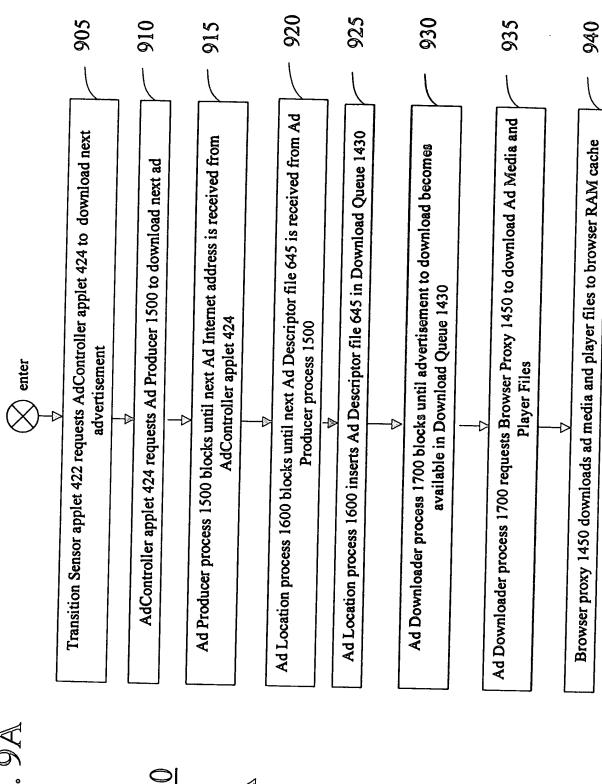
FIG. 6A

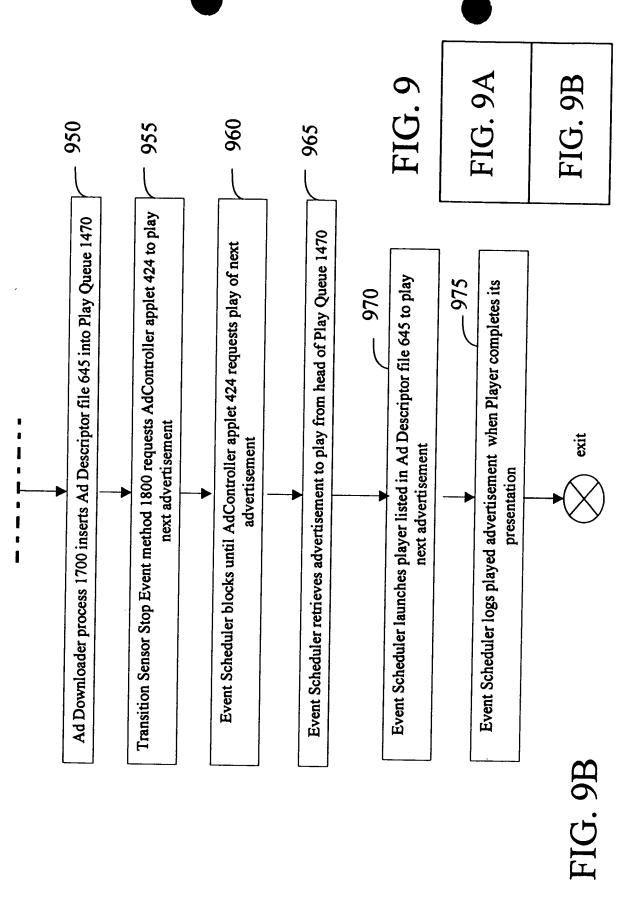
AdController AGENT Processing



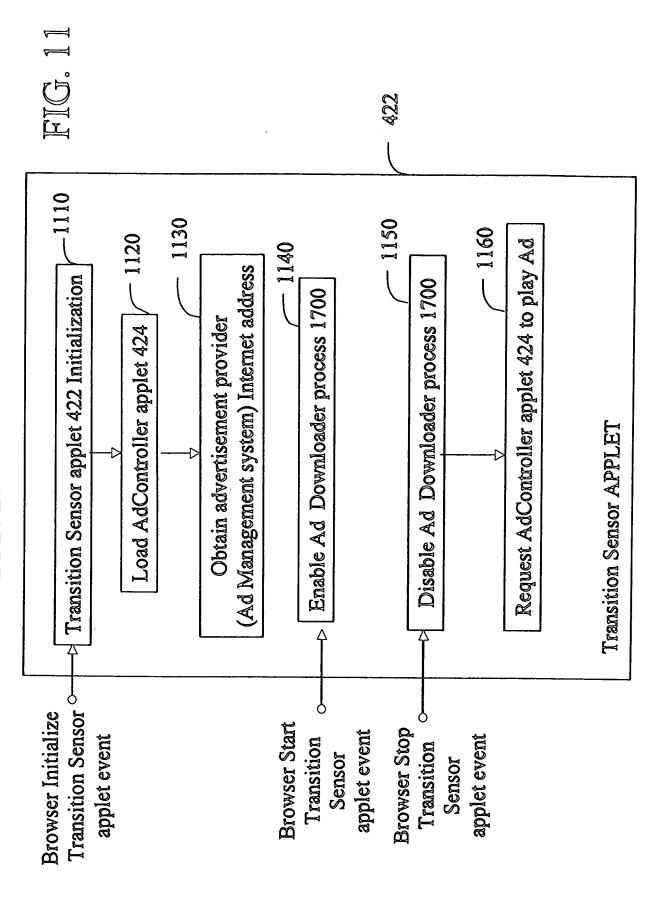








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Terminate Request AdController applet 424 to Download Ad 1250 1270 Initialize TransitionSensor Applet 422 Enable Ad Pipeline 545 Ad Downloading 1260 Request Ad Pipeline 545 Play Ad Enter Yes Yes Yes Browser Stop **Browser Start Browser Init** Event? Event? Event? 1247 1267 1213 ž **%** ž 1263 1243 Processing Transition APPLET Sensor FIG. 12 1200

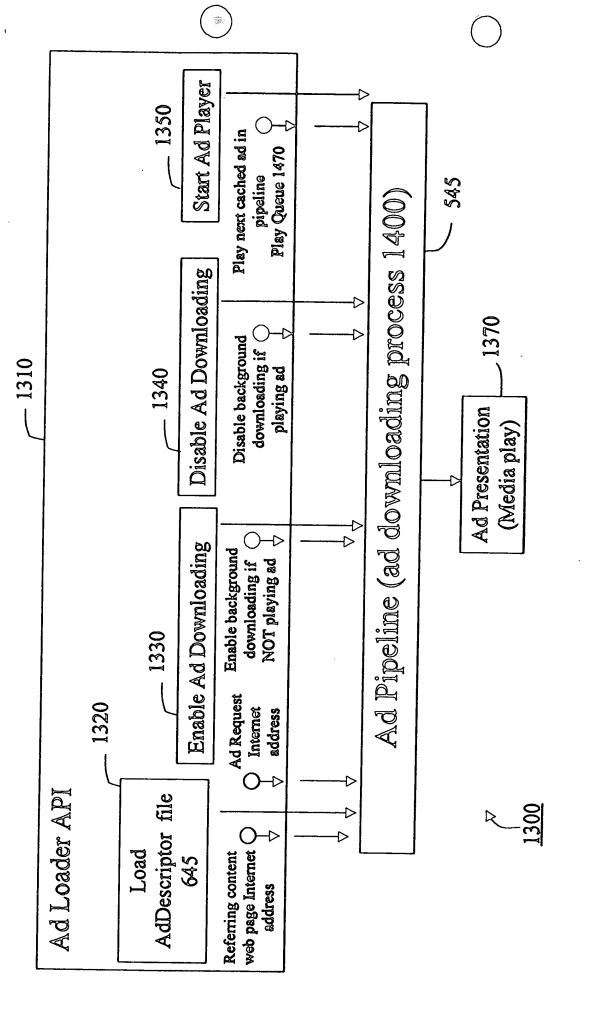
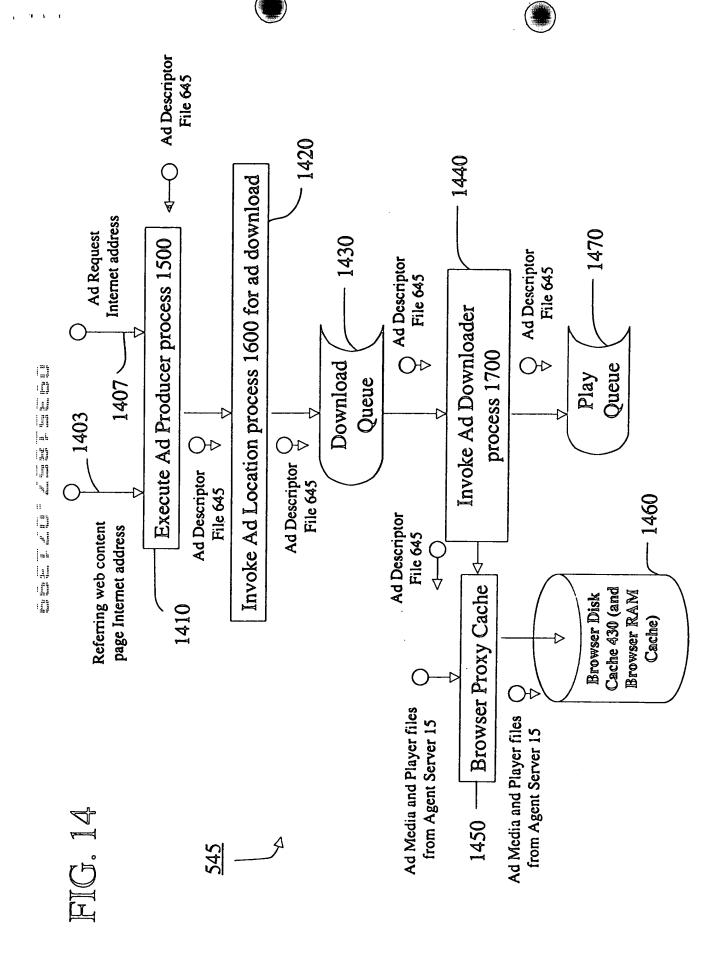


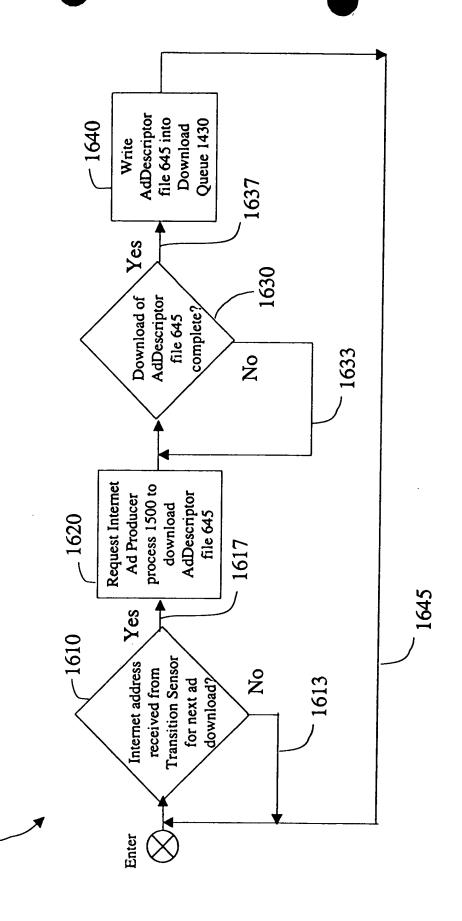
FIG. 13



Hang Bright Shir H. At H. H. T.

FIG. 15 - Ad Producer Process

FIG. 16 - Ad Location Process



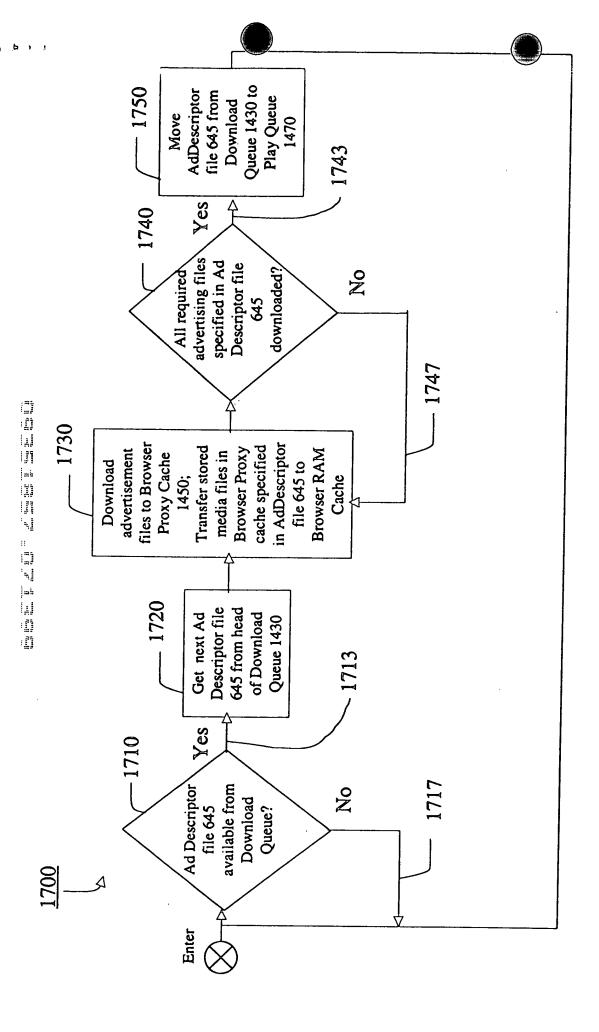


FIG. 17 - Ad Downloader Process

Dir t

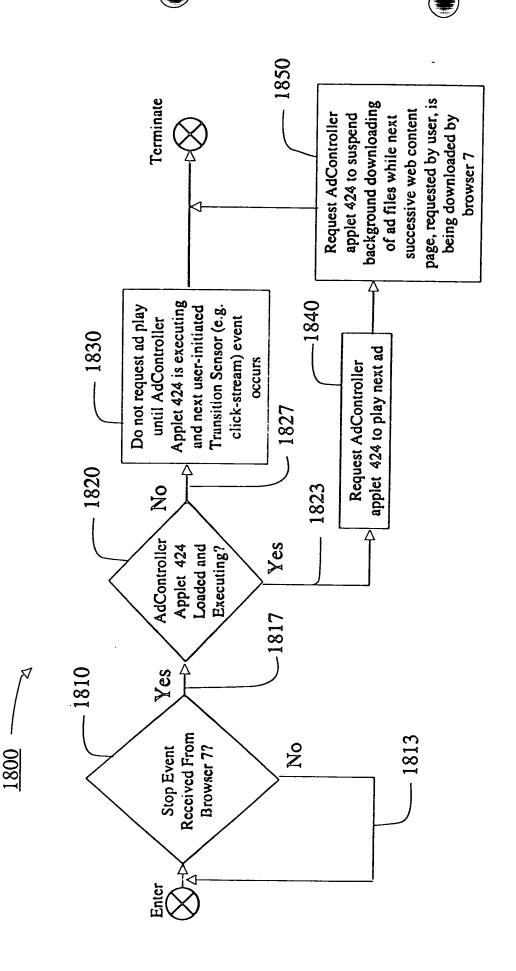


FIG. 18 - Transition Sensor Stop Method

D. Z T

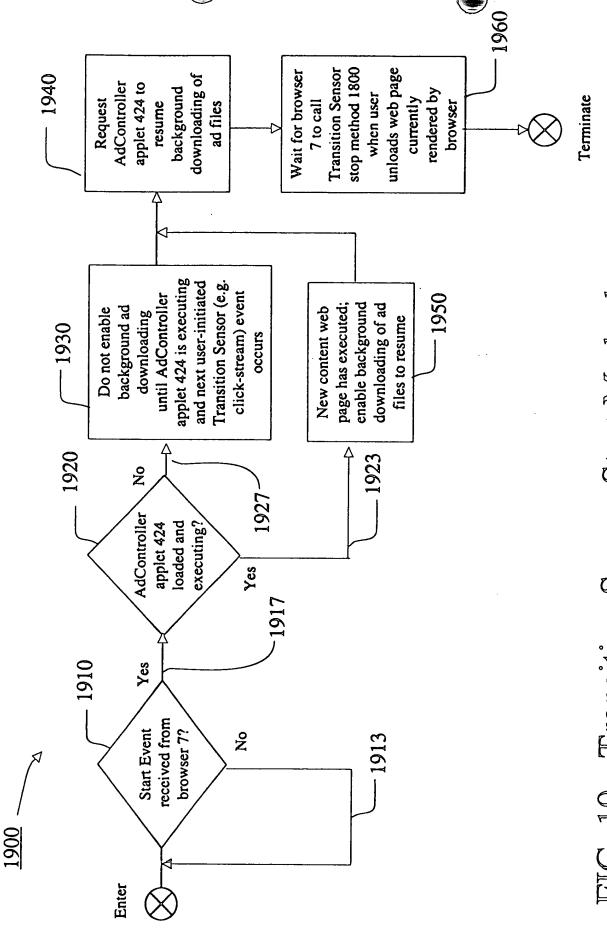


FIG. 19 - Transition Sensor Start Method

Section 1 - Applet Player Java Class Configuration

playerName=AppletViewerPopup

playerClass=com.unicast.adcontroller.players.AppletViewerPopup

Section 2 - Ad Java Classes Configuration

 $Applet Viewer Popup. ad Applet Name = ANM_Animation Loader Applet$ AppletViewerPopup.adAppletClass=

com.pointcast.applets.AnimationApplet.ANM_AnimationLoaderApplet

Section 3 - Player Execution Configuration

AppletViewerPopup.windowTitle=AdController PointCast Ad

AppletViewerPopup.playerRefreshRate=1000

AppletViewerPopup.allowExit=true

AppletViewerPopup.xPosition=50

AppletViewerPopup.yPosition=50

AppletViewerPopup.windowWidth=280

AppletViewerPopup.windowHeight=355

AppletViewerPopup.isResizable=false

AppletViewerPopup.secondsWindowIsOpen=180

AppletViewerPopup.secondsToOverlay=1

AppletViewerPopup.closeButtonLabel=Close

AppletViewerPopup.openButtonLabel=More Info

AppletViewerPopup.saveButtonLabel=Save

AppletViewerPopup.openURL=http://www.pointcast.com/

Section 4 - Ad Applet Configuration

A. Ad Applet DocumentBase

AppletViewerPopup.ANM_AnimationLoaderApplet.documentBase= http://www2.unicast.com/~rlandsma/AdController/MacromediaApplet/

B. Ad Applet Parameters

AppletViewerPopup.ANM_AnimationLoaderApplet.AdToPlay=deepsea.anm

AppletViewerPopup.ANM_AnimationLoaderApplet.AltImage=test.gif

AppletViewerPopup.ANM_AnimationLoaderApplet.MaxCycles=5

AppletViewerPopup.ANM_AnimationLoaderApplet.TargetURL=http://www.pointcast.com/

AppletViewerPopup.ANM_AnimationLoaderApplet.TargetFrame=_top

AppletViewerPopup.ANM_AnimationLoaderApplet.BorderWidth=2

 $Applet Viewer Popup. ANM_Animation Loader Applet. Border Type=Standard$

C. Ad Applet MediaList

 $Applet Viewer Popup. ANM_Animation Loader Applet. media URLL is t=new$

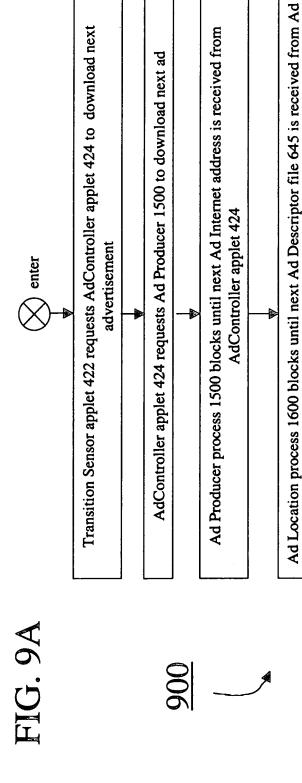
AppletViewerPopup.ANM_AnimationLoaderApplet.mediaURLList.size=2

AppletViewerPopup.ANM_AnimationLoaderApplet.mediaURLList.element0=deepsea.anm

AppletViewerPopup.ANM_AnimationLoaderApplet.mediaURLList.element0=animApplet.jar

FIG. 20 - ILLUSTRATIVE AD DESCRIPTOR FILE CONTENTS
FOR A POINTEAST JAVA AD

. 2000



Ad Location process 1600 inserts Ad Descriptor file 645 in Download Queue 1430

Producer process 1500

